



Making Minority Attorneys Visible for Support Organization

Internet search add-on makes member information readily available

This agency provides support for minority and woman attorneys and informs organizations seeking outside counsel of the resources. The organization holds an annual conference, which is its primary source of revenue, and it wanted to boost attendance.

The agency wanted to publish information about its members on the Internet and allow visitors to find individual members with a simple but powerful search function using various criteria. The Web site needed to utilize an existing database of member information and make this information available to the public well in advance of the annual conference in hopes of drawing a greater response and thereby greater sponsorship.

The client also has a limited budget and therefore can only use only existing technology resources supported by in-house IT staff for the site's development. To that end, they looked to Catapult Systems' proven track record of Microsoft-based solutions to deliver a custom solution to fit their needs.

How Catapult Systems Helped

Catapult defined and implemented an Internet member search function using the client's existing architecture, including Microsoft Internet Information Server and Microsoft SQL Server.

The key elements of the solution are:

SQL Server Member Database: Existing member data were exported from a Microsoft Access database to SQL Server.

Member Search: A comprehensive search procedure was built, enabling search functionality for law firms, organizations, or conference participants in the annual conference. Each search has its own specialized criteria. For example, a law firm may be found by specifying firm name, practice area, firm size, and so forth, while a participant may be found by specifying first or last name.

Results

Benefits of the solution include:

- Fast searches: searches are returned in less than one second.
- Search functionality allows interested parties quick and easy access to member information.
- Stable and easily accessible Web site reduces staff time spent providing member information, thus increasing productivity
- Decreased demand on staff: fewer requests via phone, mail and email.
- Increased event attendance: the solution has made clear the value that the organization provides.